

ORDER



Orders
Order / Rev: 164604
Alt Order #: 06842773
Product Desc: KLINE FOR CONGRESS
Estimate: 212
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 08/17/12 / 08/17/12
Order Type: GENERAL

KSTP-TV, LLC and KSAX-TV

Primary AE: Rachel Chason
Sales Office: P-PHL
Sales Region: National

Agency Name: Stevens Reed Curcio & Potholm
Buying Contact:
Billing Contact:
 201 Union Street Ste. 200
 Alexandria, VA 22314-3219

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Kline for Congress
Demographic: A35+
Product Codes: PL1
Priority: 3
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	73	\$33,075.00	\$28,113.75
10/29/12	10/29/12	14	\$14,975.00	\$12,728.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	73	\$33,075.00	\$28,113.75	177.80
November 2012	14	\$14,975.00	\$12,728.75	45.20
Totals	87	\$48,050.00	\$40,842.50	223.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Rachel Chason			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	M	10/23/12	10/26/12	M-F 5-530a News M-F 5-530a News	CM	5-530a	-TWTF--	:30	2	\$325.0099		1.00	NM	2	\$650.00
NEWS 5A <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -TWTF-- 2 \$325.00 1.00															
E 2	M	10/23/12	10/26/12	M-F 530-6a News M-F 530-6a News	CM	530-6a	-TWTF--	:30	3	\$375.0099		1.50	NM	3	\$1,125.00
NEWS 5:30A <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -TWTF-- 3 \$375.00 1.50															
E 3	M	10/23/12	10/26/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	-TWTF--	:30	7	\$400.004		2.20	NM	7	\$2,800.00
NEWS 6A WITH MAX SEP ON DAYS WITH 2X <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -TWTF-- 7 \$400.00 2.20															
E 4	M	10/23/12	10/26/12	M-F GMA M-F GMA	CM	7-9a	-TWTF--	:30	12	\$350.004		2.30	NM	12	\$4,200.00
GMA 3X/DAY WITH MAX SEP!!!!!!! <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -TWTF-- 12 \$350.00 2.30															
E 5	M	10/27/12	10/27/12	Sa 6-7a Sat 6a News	CM	6-7a	-----S-	:30	1	\$225.004		2.20	NM	1	\$225.00

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E 17	M	10/23/12	10/26/12	M-F 6-630p M-F 6-630p	CM	6-630p	-TWTF--	:30	3	\$700.00	99	3.40	NM	3	\$2,100.00
6P NEWS						6P NEWS									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	-TWTF--		3			\$700.00			3.40			
E 18	M	10/23/12	10/26/12	M-F 630-7p M-F 630-7p	CM	630-7p	-TWTF--	:30	2	\$650.00	99	2.80	NM	2	\$1,300.00
630P- NEWS						630P NEWS									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	-TWTF--		2			\$650.00			2.80			
E 19	M	10/27/12	10/27/12	Sa 5-530p Sa 5-530p	CM	5-530p	-----S-	:30	1	\$350.00	99	2.20	NM	1	\$350.00
SAT 5P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	-----S-		1			\$350.00			2.20			
E 20	M	10/27/12	10/27/12	Sa 6-630p Sa 6-630p	CM	6-630p	-----S-	:30	1	\$425.00	99	2.00	NM	1	\$425.00
SAT 6P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	-----S-		1			\$425.00			2.00			
E 21	M	10/28/12	10/28/12	Su 530-6p Su 530-6p News	CM	530-6p	-----S	:30	1	\$450.00	99	4.50	NM	1	\$450.00
SU 5P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	-----S		1			\$450.00			4.50			
E 22	M	10/29/12	10/29/12	Mon Spcl 2 Dancing with the Stars ftc 9/24	CM	7-9p	M-----	:30	1	\$5,250.00	99	9.70	NM	1	\$5,250.00
Dancing w/ Stars															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	M-----		1			\$5,250.00			9.70			
E 23	M	10/29/12	10/29/12	Monday Prime C Castle	CM	9-10p	M-----	:30	1	\$5,000.00	99	7.90	NM	1	\$5,000.00
CASTLE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	M-----		1			\$5,000.00			7.90			
E 24	M	10/28/12	10/28/12	Sunday Prime A America's Funniest Home Videc	CM	6-7p	-----S	:30	1	\$3,200.00	99	6.00	NM	1	\$3,200.00
AFHV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	-----S		1			\$3,200.00			6.00			
E 25	M	10/23/12	10/26/12	M-F,Su Late News M-F, Su 10-1035p	CM	10-1035p	-TWTF--	:30	4	\$900.00	99	3.80	NM	4	\$3,600.00
LATE NEWS						LATE NEWS									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	-TWTF--		4			\$900.00			3.80			
E 26	M	10/27/12	10/27/12	Sa Late News Sa 10-1035p	CM	10-1035p	-----S-	:30	1	\$550.00	99	3.60	NM	1	\$550.00
SA LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	-----S-		1			\$550.00			3.60			
E 27	M	10/28/12	10/28/12	Su Late News Su 10-1035p	CM	10-1035p	-----S	:30	1	\$1,300.00	99	4.10	NM	1	\$1,300.00
SUN LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	-----S		1			\$1,300.00			4.10			
E 28	M	10/23/12	10/26/12	M-F 1035-1102p Nightline	CM	1035-1102p	-TWTF--	:30	4	\$500.00	99	2.30	NM	4	\$2,000.00
NIGHTLINE						NIGHTLINE									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	-TWTF--		4			\$500.00			2.30			
E 29	M	10/29/12	10/29/12		CM	6-7a	M-----	:30	2	\$400.00	99	2.20	NM	2	\$800.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount		
				M-F 6-7a News												
				M-F 6-7a News												
NEWS 6A WITH MAX SEP!				NEWS 6A												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	M-----				2	\$400.00		2.20					
E 30	M	10/29/12	10/29/12	M-F GMA M-F GMA	CM	7-9a		M-----	:30	3	\$350.00	4	2.30	NM	3	\$1,050.00
GMA 3X/DAY WITH MAX SEP!!!!!!!				GMA												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	M-----				3	\$350.00		2.30					
E 31	M	10/29/12	10/29/12	M-F 9-10a Live with Kelly	CM	9-10a		M-----	:30	1	\$225.00	99	1.40	NM	1	\$225.00
LIVE W/ KELLY				LIVE WITH KELLY												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	M-----				1	\$225.00		1.40					
E 32	M	10/29/12	10/29/12	M-F The View M-F The View	CM	10-11a		M-----	:30	1	\$350.00	99	1.90	NM	1	\$350.00
THE VIEW				THE VIEW												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	M-----				1	\$350.00		1.90					
E 33	M	10/29/12	10/29/12	M-F Midday News M-F Midday News	CM	11a-12p		M-----	:30	1	\$250.00	99	2.60	NM	1	\$250.00
MIDDAY NEWS				MIDDAY NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	M-----				1	\$250.00		2.60					
E 34	M	10/29/12	10/29/12	M-F 12-1p 9/26-TFN The Chew	CM	12-1p		M-----	:30	1	\$200.00	99	1.30	NM	1	\$200.00
THE CHEW				THE CHEW												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	M-----				1	\$200.00		1.30					
E 35	M	10/29/12	10/29/12	M-F 5-530p M-F 5-530p	CM	5-530p		M-----	:30	1	\$450.00	99	3.00	NM	1	\$450.00
5P NEWS				5P NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	M-----				1	\$450.00		3.00					
E 36	M	10/29/12	10/29/12	M-F,Su Late News M-F, Su 10-1035p	CM	10-1035p		M-----	:30	1	\$900.00	99	3.80	NM	1	\$900.00
LATE NEWS				LATE NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	M-----				1	\$900.00		3.80					
E 37	M	10/29/12	10/29/12	M-F 1035-1102p Nightline	CM	1035-1102p		M-----	:30	1	\$500.00	99	2.30	NM	1	\$500.00
NIGHTLINE				NIGHTLINE												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	M-----				1	\$500.00		2.30					
												Totals	87	\$48,050.00		